



Commercial Conservation Incentive Program Survey Results

ICI Technical Workshop
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Survey parameters

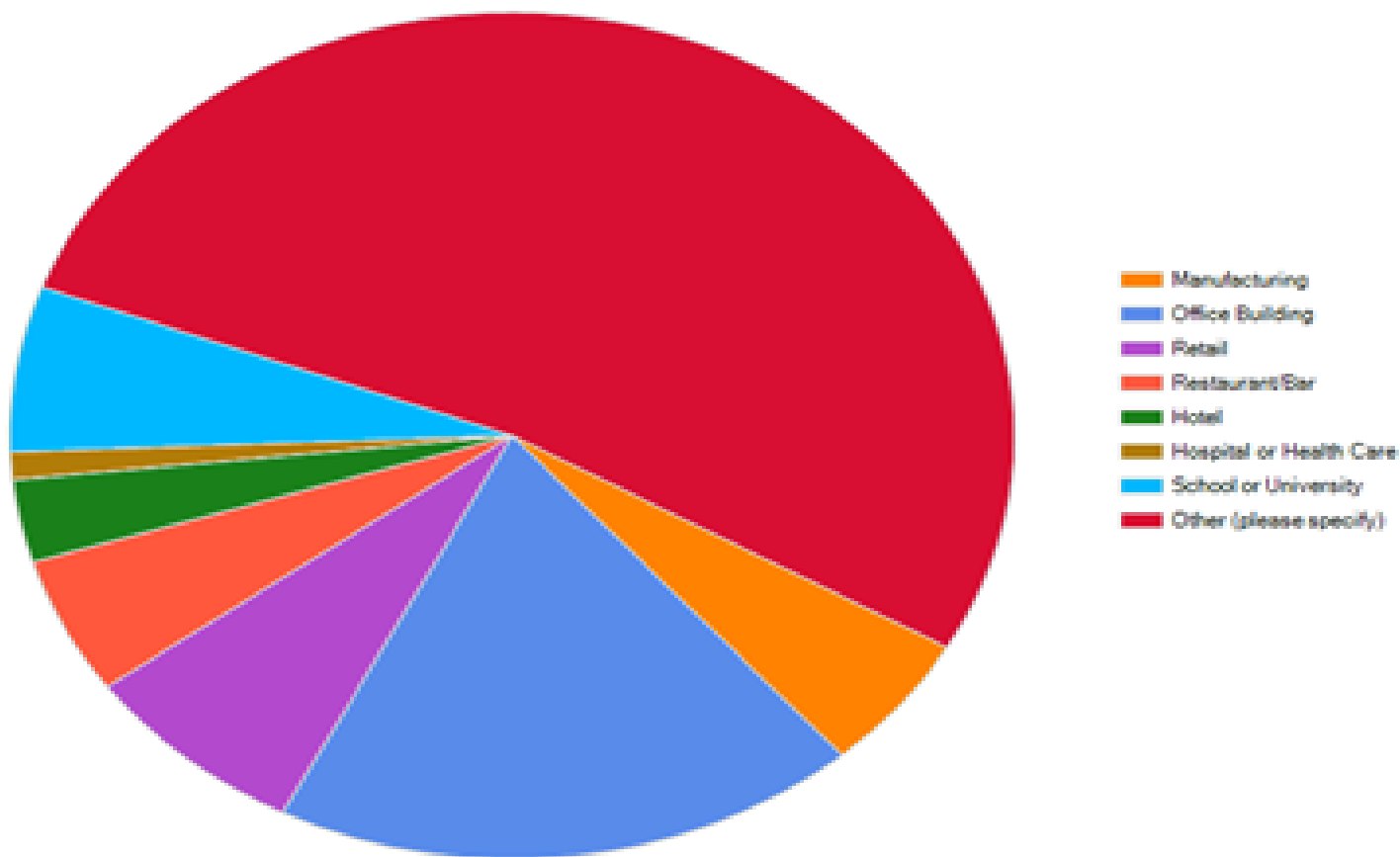
- Conducted during August 2013
- Distributed to over 36,000 WaterWise E-newsletter subscribers
- 9 questions
- 88 respondents

General feedback

- Recognition not a significant factor
- Principal driver is financial cost/benefit
- Rainwater program most well-known
- Rebate amounts should increase
- Enforcement should increase
- E-newsletter most effective way to communicate

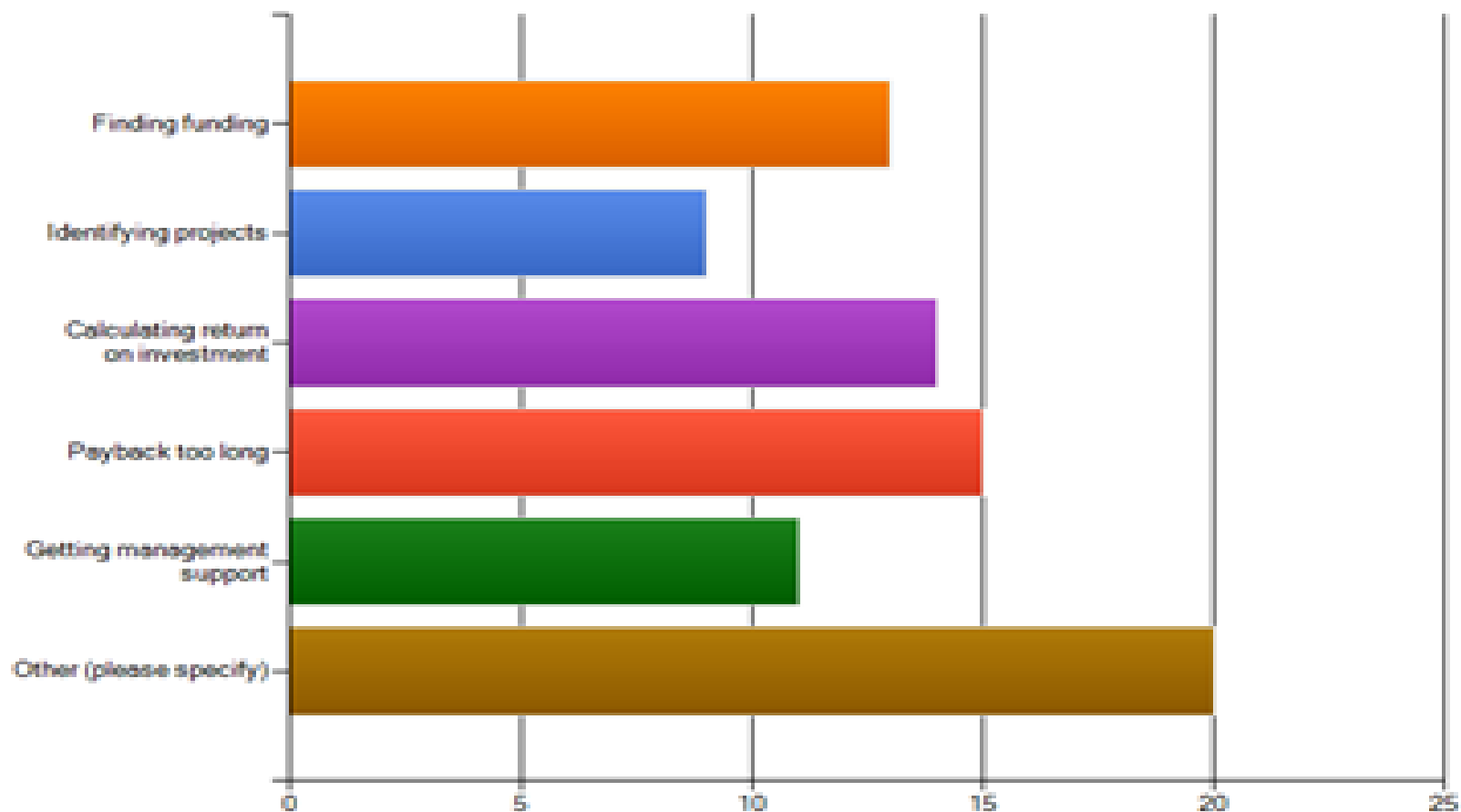
Respondents by type facility

What type of facility do you have?



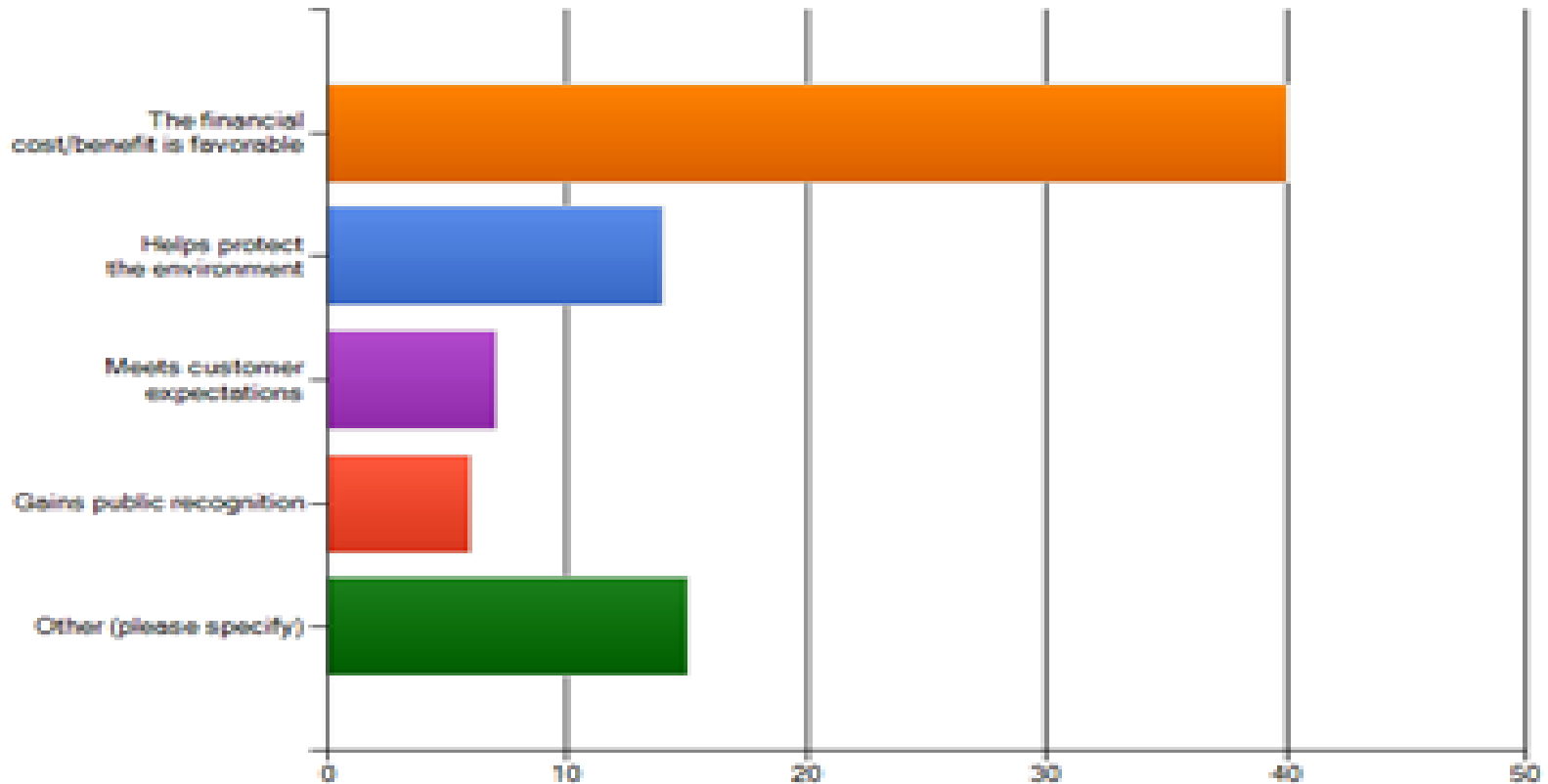
Biggest challenge

What is your biggest challenge in starting an efficiency project?



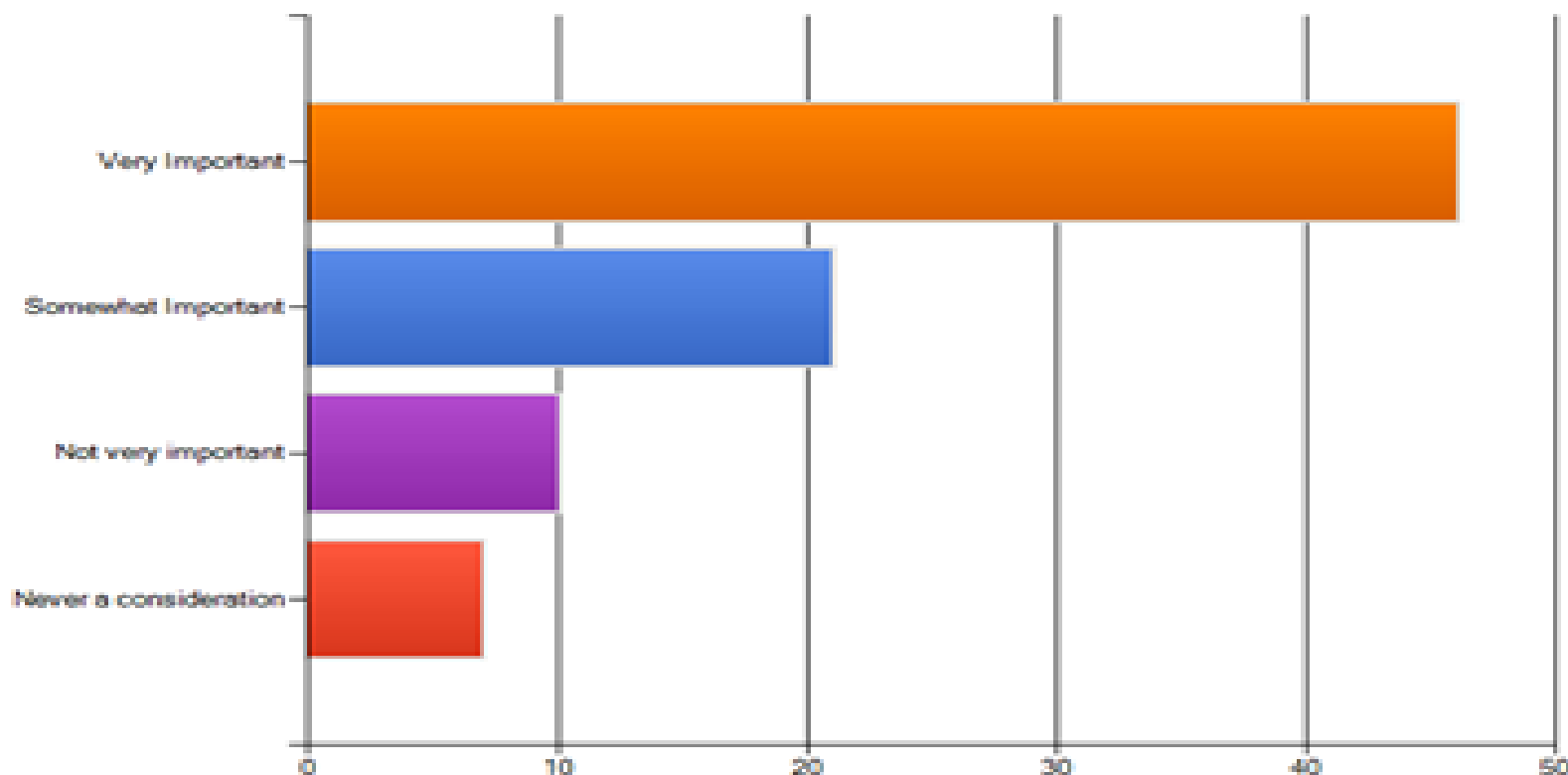
Most convincing case

What would most help you convince your management to implement water conservation?



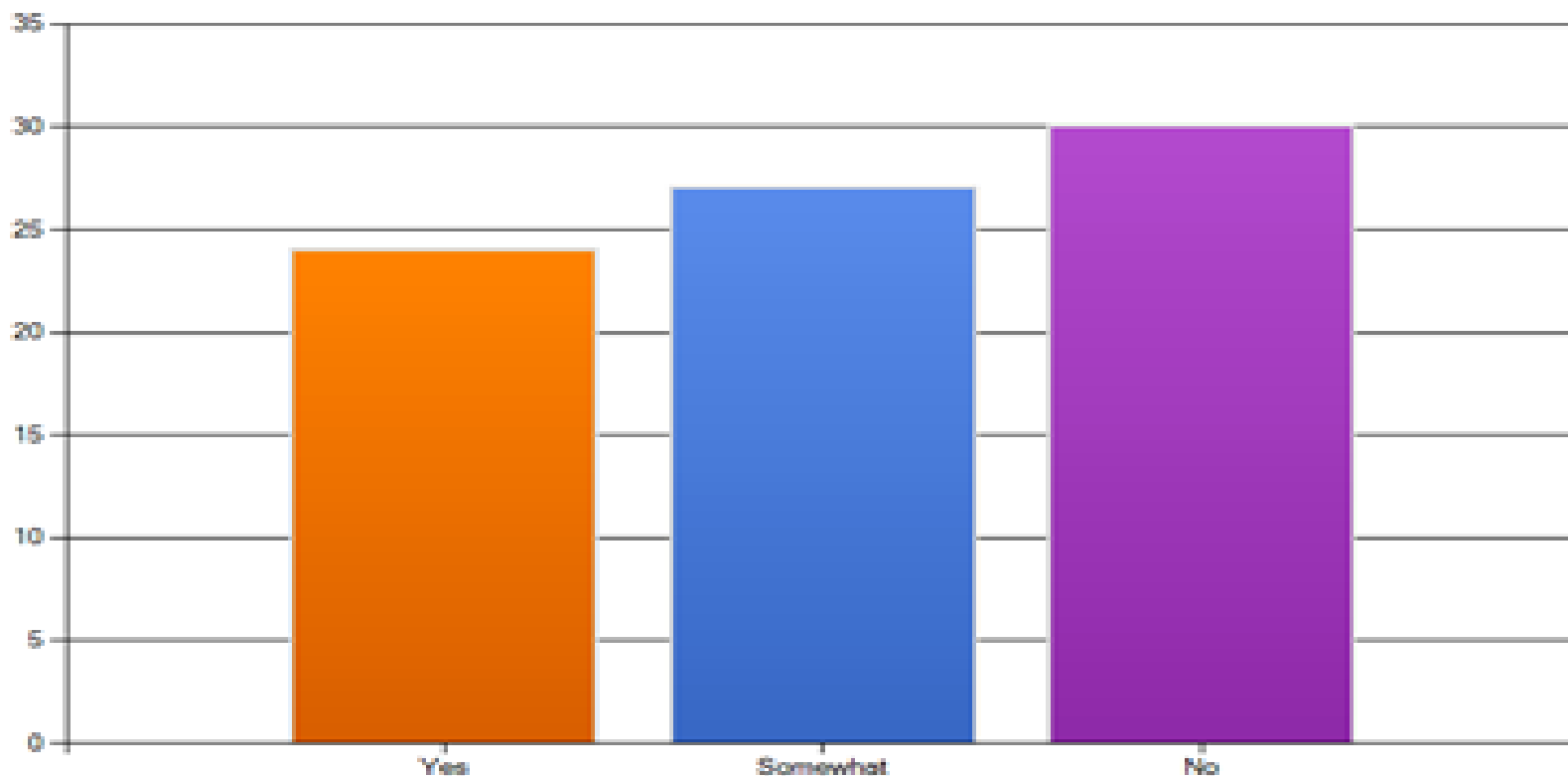
Importance of cash incentive

How important are cash incentives to decisions on whether to install more water efficient equipment or fixtures?



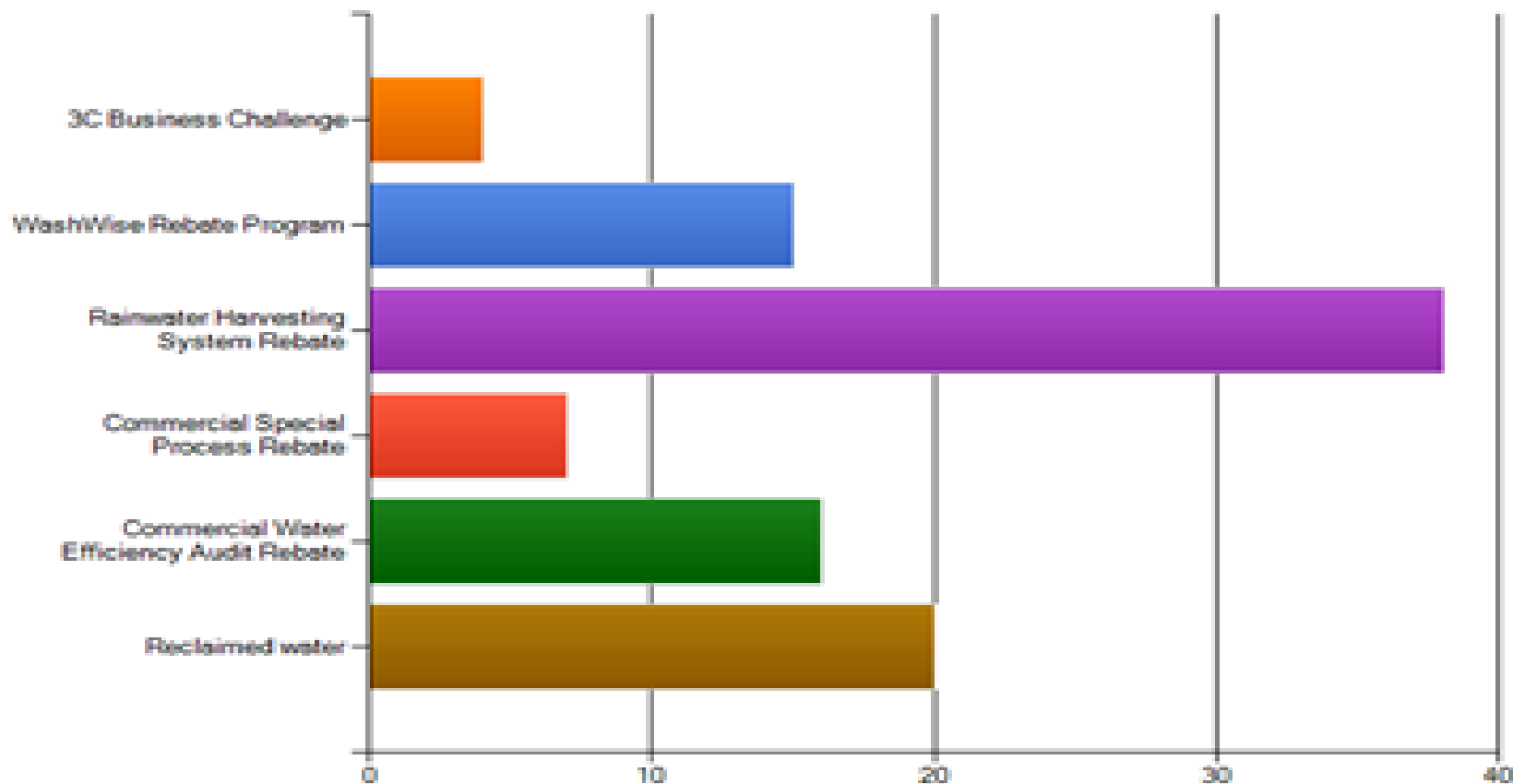
Importance of recognition

Are public recognition programs such as LEED certification, Green Business Leader designation, or WaterWise Partner valued by your business as an incentive toward improving water efficiency?



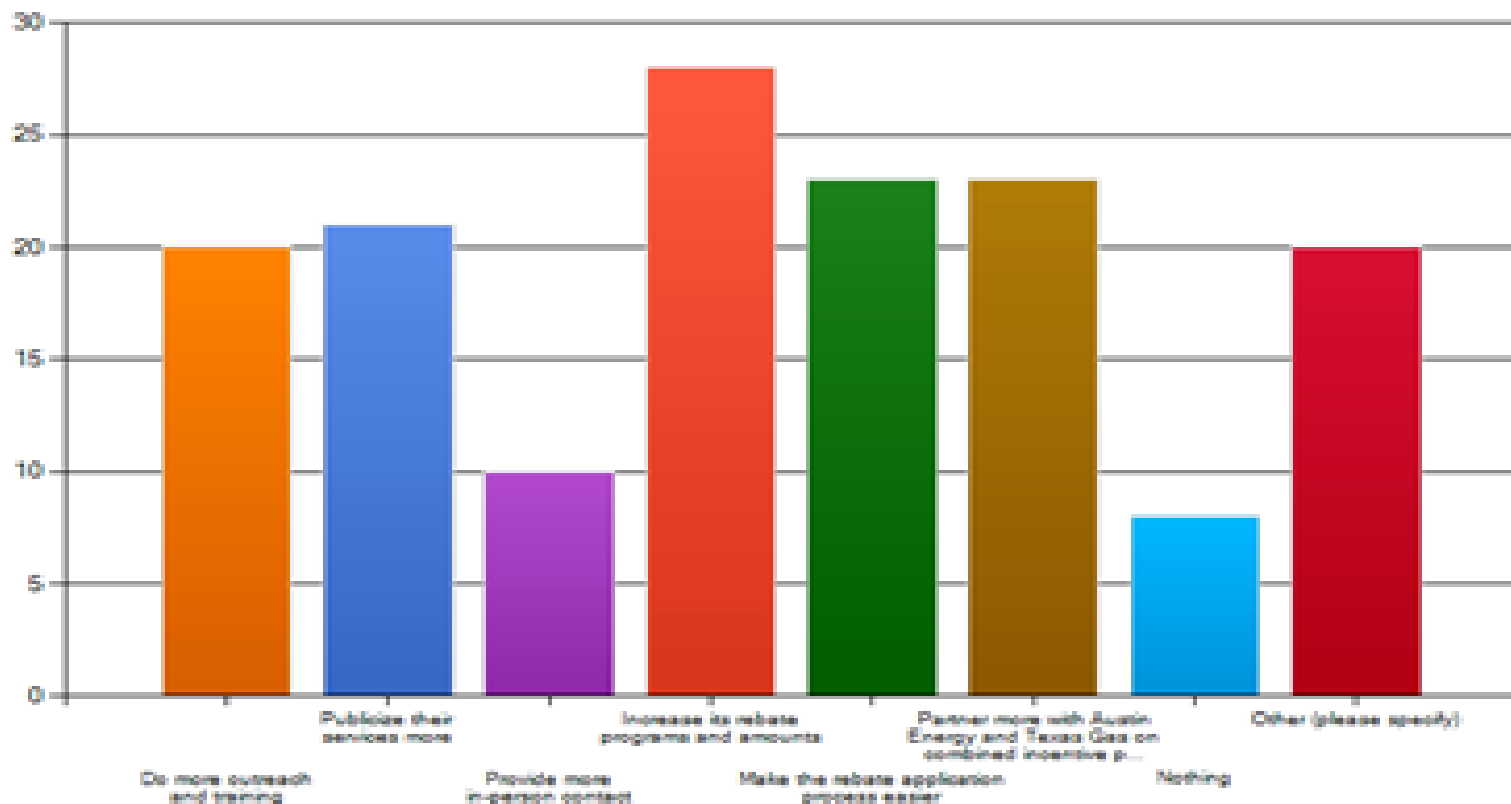
Awareness of AWU programs

Are decision-makers at your facility or within your organization aware of any of the following Austin Water commercial conservation programs? Check any that apply.



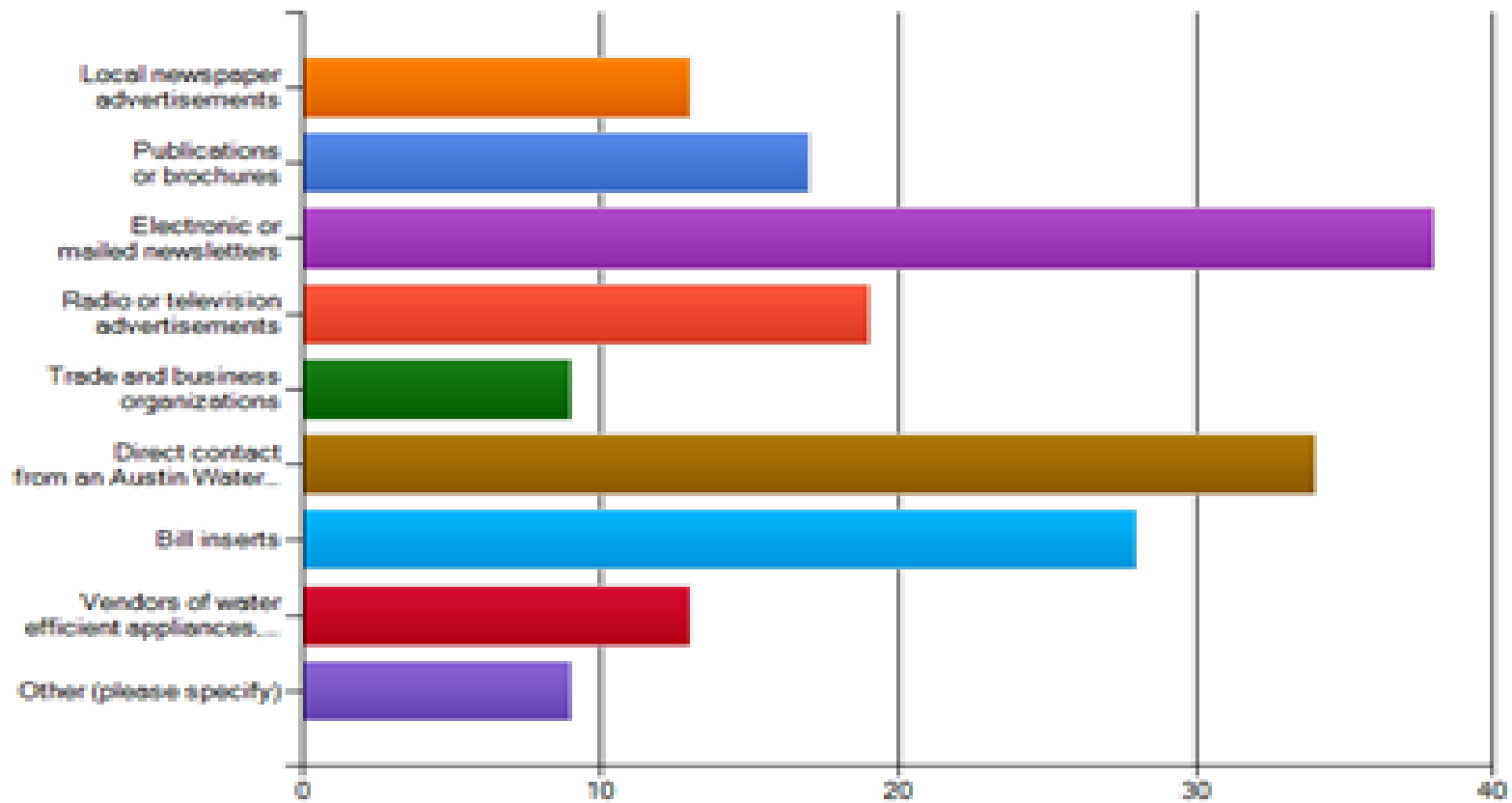
How can AWU help best?

How can Austin Water best help you in achieving water conservation at your facility?



Most effective communication

Which of the following do you think are effective methods of informing decision-makers at your facility/within your organization of Austin Water's commercial conservation programs? Check any that apply.



Other comments

- More enforcement, less incentives
- Expand rainwater to indoor use
- More education/outreach for commercial irrigation
- Further limit power spray washing
- Impose extra fee for pools



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